



# Wisconsin's "No Call" Law Now Includes Unsolicited Text Messages

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MADISON – Wisconsin's No Call Law helps shield two million Wisconsin residents from intrusive and fraudulent sales calls. Starting this month, the No Call Law also protects consumers from unwanted text messages.

"Unsolicited texts are a growing problem, especially in terms of fraudulent activity," said Sandy Chalmers, Division Administrator for Trade and Consumer Protection. "By signing up for the No Call List, Wisconsin consumers can say, 'Don't text me.'"

Consumers received an estimated 4.5 billion spam texts in 2011 – more than double the number received in 2009, according to a market research firm.

"The new protection will benefit all mobile phone users, but it will be especially welcomed by two groups of consumers: those who are tired of being awakened in the night by texts, and those who have to pay for incoming texts," Chalmers said.

To sign up for No Call protections, Wisconsin consumers can register for the No Call List by visiting [nocall.wisconsin.gov](http://nocall.wisconsin.gov) or calling 866-9NO-CALL (866-966-2255). Consumers who are already registered for the list are automatically registered for the text protections.

No Call registrations last for two years, but consumers can renew and extend registrations at any time. Updated lists of numbers on the No Call List are sent to telemarketers quarterly.

Messages and calls from nonprofits, market research groups and political organizations or messages made in response to a request for solicitation are not covered by the No Call law.

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## Consumer Tips:

- Check with your wireless provider for hints on filtering text spam.
- Check your licensed app store for text-filtering and text-blocking apps.
- AT&T, T-Mobile, Sprint and Verizon Wireless ask that you report spam by forwarding the message to SPAM (7726). There is no charge for this service.